

Message Text

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TAGS: BBSR, AFIN, BR

SUBJECT: GLOBAL MARKET RESEARCH: AVIONICS AND AVIATION

GROUND SUPPORT EQUIPMENT - BRAZIL

REF: (A) STATE 111017 (B) STATE 114759

(C) STATE 215786 (D) LONDON 14034

1. REVISED BRAZIL AAS STUDY, RECEIVED NOV. 5, REFLECTS STRENUOUS ATTEMPT ON PART STRATFORD STAFF TO MEET COMMERCE REQUIREMENT. APPRECIATE EMB FOLLOWUP AND CONTRACTOR EFFORT. RESIGNED TO ABSENCE OF SUCH INFO AS APPARENTLY COULD NOT BE FURNISHED WITHOUT RETURN TO BRAZIL, BUT FOLLOWING DATA MUST BE ESTIMATED BY STRATFORD AND TRANSMITTED BY CABLE OR PHONE TO REACH COMMERCE BEFORE WRITER'S DEADLINE CLOSE OF BUSINESS TUESDAY NOV 12 RPT NOV 12. FINAL PAYMENT APPROVAL PARA 3 BELOW CONDITIONED ON EMB RECEIPT REQUIRED DATA.

2. STRATFORD OMITTED ESTIMATED U.S. AND PRINCIPAL FOREIGN COMPETITOR'S IMPORT SHARES FOR AIRBORNE AND GROUND AVIONICS WHICH WERE SPECIFIED (REFTEL C, PARA 2, UNCLASSIFIED

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SECTION 2.2) A MINIMUM REQUIREMENT IN LIEU IMPORT TABLES,

WHICH STRATFORD IN ORIGINAL RESEARCH PROPOSAL SAID WOULD BE SUPPLIED.

A. USING CENTER COLUMNS TABLE 4 AS MODEL FOR FORMAT, WE HAVE CONSTRUCTED FOLLOWING TENTATIVE TABLE BASED ON TABLE 1 DATA AND DISCUSSION P 19, YEAR 1973:

AIRBORNE AVIONICS: DOMESTIC PRODUCTION 15 PERCENT, IMPORTS 85 PERCENT, US IMPORT SHARE -90 PERCENT, PRINCIPAL COMPETITOR-UK, 10 PERCENT

GROUND AVIONICS: DOMESTIC PRODUCTION-NIL, IMPORTS- 100 PERCENT, US IMPORT SHARE -80 PERCENT, PRINCIPAL COMPETITOR-FRANCE, 15 PERCENT.

B. STRATFORD TO REVIEW ABOVE TABLE AND EITHER CONFIRM OR MODIFY.

3. COMMERCE ACCEPTS SUBJECT STUDY AND, UPON EMB RECEIPT OF ABOVE REQUIRED DATA, APPROVES FINAL PAYMENT TO ALAN STRATFORD AND ASSOCIATES, LTD., NOT TO EXCEED CONTRACT BRAZIL STUDY PRICE OF POUNDS STERLING TWO THOUSAND SEVEN HUNDRED FIFTY-FIVE (2,755) OR APPROXIMATELY U.S. DOLLARS SIX THOUSAND SEVEN HUNDRED FIFTY (DOLS 6,750), AND NOT TO EXCEED TOTAL CONTRACT PRICE, FOR ALL SEVEN COUNTRY STUDIES, OF POUNDS STERLING THIRTEEN THOUSAND NINE HUNDRED THIRTY (13,930) OR APPROXIMATELY DOLLARS THIRTY-FOUR THOUSAND ONE HUNDRED TWENTY-NINE (34,129), INCLUDING ANY PRIOR PARTIAL PAYMENTS.

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